

talks on marketing by Hoyt's

SEPTEMBER 20TH 1922

Competition Between Advertisements Too keen for tools of yesterday

ADVERTISING has developed at a great rate during the past fifteen years. Available figures of the total advertising carried in the leading magazines, weeklies, and farm papers show enormous increases. Competition in securing attention and action has become more keen. An advertisement inserted in a magazine or newspaper competes for the attention of the reader with every other advertisement as well as all reading matter. An advertiser cannot secure results with the tools that would have sufficed ten years ago.

Meanwhile salesmanship and sales management have been developing. The salesman of today is not the sort of man that he was fifteen years ago. A new school of sales management has developed. Desk executives who read expense accounts, scan orders and write so-called ginger talks are not producing results.

A marketing campaign may appear to produce because of some unique advertising idea—because of enticing copy and attention compelling pictures, but you will generally find that the success is due also to a sales effort backing up the advertising appeal.

So also—wonderful results, enormous volume is secured by a sales force seemingly because a wizard of marketing occupies the sales manager's chair. This man is a master in his ability to develop a sales force. Such success you will find is coupled with advertising which drives the buyers into places where the goods are displayed and easily bought.

Future of Advertising

What is to be the future of the force called advertising and of the action called selling? From every direction men are springing up who proclaim that the trouble with the cost of living is "High Cost of Distribution." The report of the Congressional Committee on Distribution Costs says that High Cost of Distribution is not due to profiteering, but to a lack of knowledge of market requirements. The report sums it up in two words: "Wasteful Competition."

In Collier's Weekly Mr. William G. Shephard says: "Your clothes cost you too much because it costs the retail store too much to sell them to you."

What does it all spell for the advertiser? What is he to do with the money which he has to spend for selling and advertising?

Marketing Era

Hoyt's Service, Inc., believes that the advertiser during the coming ten years which are to be "The Marketing Era" (From 1913 to 1921 has been the "Manufacturing Era") must coordinate more closely and more intelligently than ever the selling and advertising. This is the big job for the big boss today.

The marketing plans which are being built by Hoyt's Service, Inc., synchronize advertising and selling. Merely because we successfully give a great deal of attention to building copy which is designed to sell the consumer doesn't suffice. The consumer advertising must be tied to the entire chain embracing the advertiser's salesman, the retailer and the wholesaler.

Unless a fortune is available for advertising which will blanket all competition, results can only be obtained by simultaneous, blended operations of selling and advertising.

Hoyt's Service, Inc., believes an advertising executive must have carried a grip—must have looked the retailer in the eye and must have sold him goods. It is such men who build plans for our clients.

Are you willing to discuss a program of marketing which you can follow from 1923 to 1933?

Hoyt's Service, Inc.

PLANNED ADVERTISING
Registered U. S. Pat. Off.
116 West 32nd STREET
NEW YORK
BOSTON CLEVELAND
SPRINGFIELD, MASS.

Jewell Charges Plot for Ruin Of Shop Unions

Affidavit Accusing Rail Executives Is Offered as Main Point in Fight to Break Injunction

Evidence Is Thinned Out

Two Carloads Offered by Daugherty May Dwindle to a Wheelbarrowful

Special Dispatch to The Tribune
CHICAGO, Sept. 19.—A detailed charge that the Association of Railway Executives conspired to crush the federated shopcrafts and to stamp out labor unions among their employees is made in the affidavit of B. M. Jewell, president of the shopcrafts, filed in the Federal Court today. The affidavit, it is expected, will constitute the main reliance of the defendants in the injunction case now pending.

Attorneys for Jewell and John M. Scott continued their attempts to thin out the evidence introduced by the government in seeking an injunction against the striking shopmen, with the apparent intention of cutting down the "two carloads" of documents to an amount which might easily be placed in a wheelbarrow.

Of the first 255 exhibits introduced practically all were objected to on one ground or another by defense attorneys. One was examined. And in passing they added another document to the 280 affidavits Judge Wilkerson was asked to throw out because they did not show that the persons making them knew they were to be used in a lawsuit and that perjury could therefore be punished.

May Extend Present Order

When the attorneys declared they did not expect that they would have time to examine all the remaining affidavits because they were being rushed to finish their case by the date set for the end of the hearing, September 21, Judge Wilkerson intimated that it was quite possible that the restraining order now in force might be continued in order that the present case might be completed in every detail.

The first class chosen for attack from the 255 affidavits considered today were those declared merely hearsay. Twenty-one of these were followed by 127 in which there were general statements of acts of violence without definite identification of the persons responsible.

Next the attorneys asked that thirty-five affidavits be stricken out because, while the persons responsible were identified by name, there was no identification as to whether or not they were members of the striking unions.

Twenty-one more were declared inadmissible because they did not lay venue for the strike public or other officers before whom they were made. Several more were attacked because they had been made so long before the injunction case started that they "evidently" had not been made for use in the case. They were termed merely a recital of the actions of a party of men identified as machinists on "a drunken spree." Still others were said to be based merely on opinion and belief and "false" in the words of Attorney Fred Mulholland, "because of this fact, even though they were truthful in saying there had been no violence on the part of strikers."

Cabinet Heads' Evidence Hit

Taunations certified by Postmaster General Work, Secretary of Agriculture Wallace and by the secretary of the Interstate Commerce Commission were declared inadmissible because not falling within the section of the statutes telling how and what tables may be made and introduced in evidence.

Assistant Solicitor General Estessine replied that the tables were admissible under the act creating the Interstate Commerce Commission.

The Jewell affidavit says that the cases leading up to the strike date back to 1920, when the labor committee of the Railway Executives Association adopted a report favoring steps to organize regional adjustment boards, as provided by the transportation act. This report was rejected by the association.

"This action of the Association of Railway Executives," Mr. Jewell said, "was regarded by the officers of the railway employees' department and generally by the employees as the beginning of a campaign by the Association of Railway Executives against the railway employees' organizations for the purpose of destroying the effectiveness of the organizations and disorganizing their memberships, and also as the beginning of a concerted effort to destroy the effectiveness of the United States Railroad Labor Board."

Eleven Jurors Sworn In For Creasy Murder Trial

Attorneys Expect to Fill Panel This Morning; Opening Statements To-day

Eleven jurors were sworn in on the second day's examination of talesmen before Judge Lewis J. Smith at Mineola yesterday to try William M. Creasy, of Fort Thomas, Ky., for the murder of Miss Edith Lavy, of Freeport, L. I., his fiancée. The venire was exhausted late yesterday afternoon and adjournment was ordered until 10 o'clock today, when a new one will be ready for service.

The jurors sworn are William H. O'Brien, real estate dealer, Lynbrook; William H. Barlow, shoe clerk, Sea Cliff; William R. Kuna, carpenter, Hicksville; Willard C. Henslet, baker, Lawrence; John Van Opstel, real estate, Hempstead; Henry A. Gross, butcher, Great Neck; William Donaldson, banker, Freeport; George S. Kirkmaster, banker, Williston; Henry Kramer, real estate, Farmingdale; Herman Rosenbaum, manufacturer, Great Neck; and Benjamin S. Adler, merchant, East Rockaway.

Both sides anticipate that the twelfth juror will be obtained before noon today, and that Assistant District Attorney Elvin N. Edwards will conclude his opening statement of the case before adjournment. Henry A. Uehart, chief counsel for the defense, is expected to begin his address to the jury at 2 o'clock, and taking of testimony may be commenced late in the afternoon. Mr. Uehart said he expected to conclude his opening review within an hour.

Miss Creasy's father and mother, two sisters and a brother attended the trial yesterday. They will be witnesses for the state.

Six American Operas To Be Heard in Chicago

The Chicago Chamber Opera Company has been formed on the co-operative artist's plan to produce six American operas this winter. Mrs. Archibald Freer, its chairman, has announced. "This is the first plan of the kind ever to be launched," said Mrs. Freer. "Each opera will be a genuine American production and will be heard twice. Miss Rachel Kinsolving is manager of the company."

Mrs. Freer said the new company was an outgrowth of efforts to promote opera in English and to encourage American musicians and composers, as advocated by the Opera in Our Language Foundation and by the David Bispham memorial fund. Mrs. Freer is national chairman of both foundations, as well as chairman of the Chicago company. Mrs. Edith Rockefeller McCormick is vice-chairman of the national organization.

Five of 47 Bodies Are Brought Out of Argonaut Gold Mine

Three Are Identified; Work Continues at Bringing Out Remaining Dead; Inquest To Be To-morrow

JACKSON, Calif., Sept. 19 (By The Associated Press).—Five bodies of miners, entombed twenty-two days by a fire in the Argonaut gold mine, were brought to the surface today. The United States Bureau of Mines crew wrapped the bodies in canvas where they were found last night in the 4,500-foot level of the Argonaut and carried them through the Kennedy mine adjoinings. Three of the dead were identified. The work of bringing out the forty-seven victims of the fire and the poisonous gases will continue until all have been recovered.

A coroner's jury will be sworn in tomorrow by Mrs. Lola Potter, the coroner, to view the ill-fated miners. An inquest probably will be held Thursday. It is not expected the responsibility for the disaster will be fixed. The bodies were conveyed to a building on the Argonaut property, a mile from the Kennedy shaft, and placed in coffins.

Persons without passes or business at the Kennedy mine were ordered off the property, and there was no demonstration when the rescue crews appeared at the collar of the Kennedy shaft with their human burdens. Red Cross workers remained at the homes of the widows and orphans of the dead, making arrangements for their immediate care and the funerals.

District Attorney C. E. Negrich, of Amador County, is expected to question the witnesses at the inquest, including the engineer on duty at the Argonaut before the fire started and the engineer who was on duty when the fire was discovered.

A check of the names of the dead showed seven were born in America; twenty in Italy; thirteen in Yugoslavia, and four were of Spanish or Mexican ancestry. Others could not be checked.

The state compensation fund is expected to pay about \$100,000 to the dependents of the mine disaster. In addition the state awards \$100 for each burial, and the Argonaut Company has added \$25 in each case.

M. A. Scott, vice-president of the Argonaut Company, said he felt the fire was unavoidable and his company had done everything possible to rescue the men. He declared he would welcome an official investigation.

Broad Inquiry Into Coal Trade Seems Assured

Conferees Reach Agreement on Measure After a Pro- longed Deadlock; Enact- ment Is Believed Certain

Nine Members on Board

President May Give Union and Operators Representa- tion if He So Wishes

From The Tribune's Washington Bureau
WASHINGTON, Sept. 19.—After a deadlock of several days, which threatened to wreck the proposed legislation for the creation of a commission to investigate the coal industry, the conferees of Senate and House reached an agreement to-night. The agreement probably will be adopted by both houses and the legislation enacted.

Until the agreement was reached, talk was current at the Capitol that the proposed commission would not be authorized by Congress and thus one of the two measures advocated by the President to meet the coal situation would fall in the closing days of the session.

The agreement is expected to pave the way to permanent legislation for the government control of the coal industry. Moreover, it contemplates a distinct report on the anthracite industry, inclusive of wages, and the settlement of the hard-coal strike was predicted on the idea that a commission would be created and it would report on this subject.

Pepper Admits in Agreement Senator Pepper, of Pennsylvania, who was chiefly responsible for the settlement of the anthracite strike, strongly urged the conferees to reach an agreement.

Under the agreement the commission will consist of seven public members. The House bill provided for nine members, on which miners, operators and the public should be represented. The Senate bill, by Senator Borah, provided for five members, named by the President and supposed to represent the public. In the compromise the seven members will be named by the President and will represent the public, although the President is left free, if he should see fit, to name one or more representatives of miners or operators or both.

Actually what will happen, as understood here, is that the President will name four representatives of the public in general and will select either wholly or largely economic and statistical experts from the universities, who will make an impartial study and report on the facts and conditions in the industry.

House Sought General Inquiry

The conferees of the House, headed by Representative Winslow, set out to oppose the provisions of the Borah bill, which set forth in detail what the commission should investigate. They wanted the requirements as to the investigation and report framed in general terms. Senator Borah and the conferees of the Senate conference insisted that the specifications of the Senate bill be retained.

Under the compromise the specifications as to a report on stabilization as contained in the Senate bill remained. The two specifications of the Senate bill as to government control and nationalization were combined into this

proposition, which was submitted by Senator Walsh, of Massachusetts: "The advisability of legislation having to do with government or private ownership, regulation or control in the coal industry."

Senator Borah, after the conference, took the view that for practical purposes the bill was left about as it was, except as to the size and composition of the commission. He expressed satisfaction with the agreement.

Public Necessities Given Priority on Railroads

WASHINGTON, Sept. 19.—The Interstate Commerce Commission today issued a new service order covering preferential shipments eastward from the Mississippi, and adding mine supplies, medicines, fertilizers, seeds, newspaper paper and petroleum to the list of commodities to have priority movement. The order, effective at midnight September 20, also permits use of open top cars after the discharge of coal carried in them, for transportation of other goods, and building construction material, ore and mine supplies.

The new order cancels and supercedes service order 23, and puts all coal shipments into the priority class. The order was issued, the commission explained, as a result of complaint that various commodities which in the public interest, should be handled currently and promptly, had not been so handled by reason of certain embargoes issued by railroads during the rail and coal strikes.

"The production of bituminous coal," the commission said, in announcing its action, "has increased to approximately 9,500,000 tons a week and should, with reasonable use, take care of current needs, if tonnage, and new storage and waste of fuel and equipment are carefully avoided. The commission, therefore, feels that it can now relax its previous order."

Crowd Watches Searchlight

Memorial Gift to Fire Depart- ment Is Tested

While hundreds of persons looked on in City Hall Park last night the new automobile searchlight presented by Edward J. and William F. Kenny to the Fire Department was demonstrated. Besides the 5,000 candlepower lights mounted on the machine the apparatus carries eight smaller ones of 500 candlepower each and a large electric drill for use in breaking through concrete.

The searchlight, which cost \$20,000, was given by the Kenny brothers as a memorial to their father, who for years was a battalion chief in the down town district. It will be stationed at Engine Company 7, Duane Street, near Broadway.



**Women's Overseam
Kid Gloves
Two-Clasp**

CROSS

\$2.00

Made in white, black, mode and brown.

The World's Greatest Leather Shoes
401 Fifth Ave., New York City
Boston—145 Tremont Street
London—99 Regent Street

N. Y. Central And Shopmen Sign Peace

(Continued from page one)

erated committee, representing the employees on strike, conferred today with representatives of President A. H. Smith of the New York Central Lines, and a settlement was arrived at conforming with the Baltimore agreement.

"The employees now on strike will return to work as rapidly as positions can be arranged for them, all within thirty days of the date of the agreement. The arrangement for the return of the men is to be worked out locally between their representatives and officers of the railroad company at the various points."

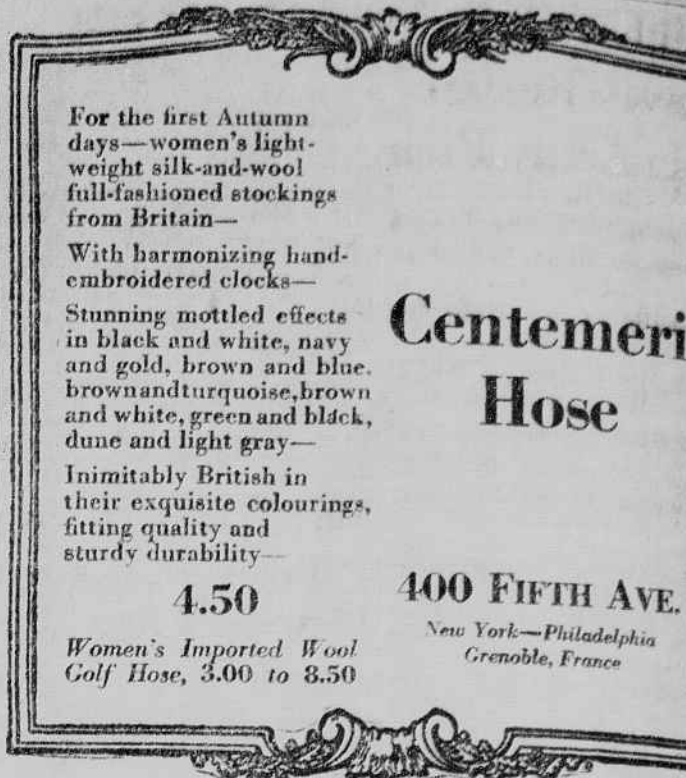
Mr. Jewell joined in the making of this announcement, and declined to add to it other than to say that he believed both sides would live up to its letter and spirit, "and especially its spirit."

The actual rehiring of the men will be in the hands of the railroad officials in direct charge of the divisional shops, and will be accomplished within thirty days. The only latitude the company has is in refusing to take back those strikers who have been proved guilty of committing acts of violence. All other workers will be rehired in the order of their seniority, standing within their own group.

None of the 32,000 new men hired to replace strikers will lose their places as a result of the settlement. It was said at the offices of the New York Central. Although the return of the union workers will give the railroad 12,000 workers in excess of its normal forces, the company officials expected that enough work will be on hand to keep them all employed. Much work has accumulated since the beginning of the strike despite the efforts of the railroad to keep pace with necessary repairs. Increased freight traffic is also expected to make additional demands on equipment.

To keep pace with this demand and to catch up on repairs that it has been unable to make, due to the strike, the New York Central expects to find use for all of the shopcraft workers.

Settlements with other railroads have not passed beyond the possibility stage as yet, it was said. Strong "company unions" have been formed on most of the larger Eastern roads, with the exception of the Erie, and in most cases definite announcements have been made by these roads that no attempt at settlement under the Baltimore agreement will be made. President Underwood of the Erie, however, has said that as far as his road is concerned the door to settlement always is open.



For the first Autumn days—women's light-weight silk-and-wool full-fashioned stockings from Britain—

With harmonizing hand-embroidered clocks—

Stunning mottled effects in black and white, navy and gold, brown and blue, brown and turquoise, brown and white, green and black, dune and light gray—

Inimitably British in their exquisite colorings, fitting quality and sturdy durability—

4.50

400 FIFTH AVE.
New York—Philadelphia
Grenoble, France

Women's Imported Wool
Golf Hose, 3.00 to 3.50

**THERE ARE NO RESTRICTIONS
On OUR Imported
COAL**

We can supply you with your needs for the winter and deliver all at once.

Our COAL is

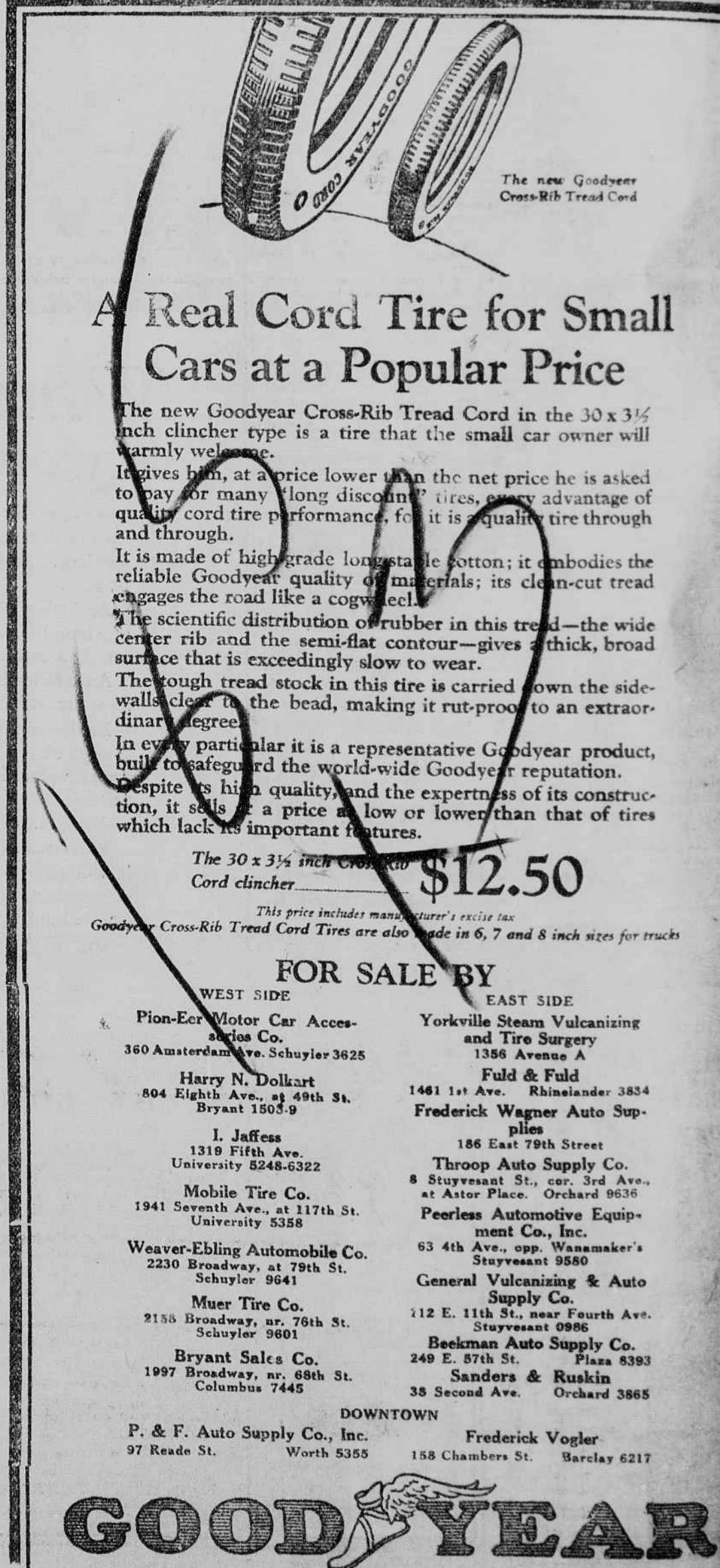
DRY SEMI-ANTHRACITE SMOKELESS COAL

Consumers of large quantities are invited to inspect samples at our offices.

ANY QUANTITY MINIMUM 10 TONS

SOERHAVEN CORPORATION

15 Whitehall Street New York City



The new Goodyear Cross-Rib Tread Cord in the 30 x 3 1/2 inch clincher type is a tire that the small car owner will warmly welcome.

It gives him, at a price lower than the net price he is asked to pay for many "long discount" tires, every advantage of quality cord tire performance, for it is a quality tire through and through.

It is made of high grade long staple cotton; it embodies the reliable Goodyear quality of materials; its clean-cut tread engages the road like a cogwheel.

The scientific distribution of rubber in this tread—the wide center rib and the semi-flat contour—gives a thick, broad surface that is exceedingly slow to wear.

The tough tread stock in this tire is carried down the sidewalls clear to the bead, making it rut-proof to an extraordinary degree.

In every particular it is a representative Goodyear product, built to safeguard the world-wide Goodyear reputation. Despite its high quality, and the expertness of its construction, it sells at a price as low or lower than that of tires which lack its important features.

The 30 x 3 1/2 inch Cross-Rib Cord clincher **\$12.50**

This price includes manufacturer's excise tax
Goodyear Cross-Rib Tread Cord Tires are also made in 6, 7 and 8 inch sizes for trucks

FOR SALE BY

WEST SIDE	EAST SIDE
Pion-Eer Motor Car Accessories Co. 360 Amsterdam Ave. Schuyler 3625	Yorkville Steam Vulcanizing and Tire Surgery 1386 Avenue A
Harry N. Dolkart 804 Eighth Ave., at 49th St. Bryant 1503-9	Fuld & Fuld 1461 1st Ave. Rhineland 3834
I. Jaffess 1319 Fifth Ave. University 5248-6322	Frederick Wagner Auto Supplies 186 East 79th Street
Mobile Tire Co. 1941 Seventh Ave., at 117th St. University 5358	Throop Auto Supply Co. 8 Stuyvesant St., cor. 3rd Ave., at Astor Place Orchard 9636
Weaver-Ebling Automobile Co. 2230 Broadway, at 79th St. Schuyler 9641	Peerless Automotive Equipment Co., Inc. 63 4th Ave., opp. Wanamaker's Stuyvesant 9580
Muer Tire Co. 2158 Broadway, at 76th St. Schuyler 9601	General Vulcanizing & Auto Supply Co. 112 E. 11th St., near Fourth Ave. Stuyvesant 0986
Bryant Sales Co. 1997 Broadway, nr. 68th St. Columbus 7445	Beekman Auto Supply Co. 249 E. 87th St. Plaza 8393
	Sanders & Ruskin 35 Second Ave. Orchard 3865
	DOWNTOWN
	P. & F. Auto Supply Co., Inc. 97 Reade St. Worth 5355
	Frederick Vogler 158 Chambers St. Barclay 6217

GOODYEAR

General Motors Trucks

GMC TRUCKS ARE "SEVEN STEPS AHEAD"

Better Compression —More Power

Because the cylinder walls in GMC Engines are removable sleeves of even thickness they do not get "out of round" with the pistons in actual engine operation.

This increases operating efficiency by maintaining perfect compression and producing more power with less fuel.

Moreover, in cases of damaged cylinder walls it ordinarily takes only two hours to replace a GMC cylinder. Where walls are integral with the cylinder block, it usually takes at least 24 hours.

GENERAL MOTORS TRUCK COMPANY

Division of General Motors Corporation
PONTIAC, MICHIGAN

New York Branch—11th Ave. and 57th St.

GMC Chassis list at the factory as follows: 1-Ton, \$1295; 2-Ton, \$2375; 3 1/2-Ton, \$3800; 5-Ton, \$3950—Tax to be added

Instantaneous Governor

Pressure Lubrication

Removable Valve Lifter Assemblies

Pump and Thermo-Syphon Cooling

Removable Cylinder Walls

Two Range Transmission

Radius Rods